

West Nile Virus Educational Project

Central District Health Department

Grand Island, NE

www.cdhd.ne.gov



Community Events Outreach

- Pickup displaying health department logo driven in two parades
- Walkers carry banner and also hand out insect repellent towelette packets to parade attendees
- Two parades in June-July distributed 3,000 repellent packets
- Other events used for education and repellent wipe distribution included community fireworks display, Movie Nights in the Park, and Boy Scout Merit Badge outdoor events
- Slogan "Public Health, Catch it" was originally used for baseball game educational outreach



Insect Repellent Towelettes

- Distribution at outdoor events encourages immediate use
- Health Department contact information printed on packet sized 2.75" x 5.5"
- Marketing source: Abante Marketing
<http://www.ecofriendlypromoproducs.com/>